

Develop a Strong Brand Identity Worksheet

KNOW YOUR BUSINESS

Brainstorm these questions and jot down some notes.

1. Why are we starting this business?
2. What are the beliefs and values that are important to us as a company?
3. What do we do better than anyone else?
4. What makes us special? What is our unique position? How do we differentiate ourselves from our competitors?
5. If we could describe our brand in three words, what would they be?
6. What are the three words we would want our customers to use to describe us?
7. If our brand was a person, what kind of personality would it have? How would it communicate? Does it have a sense of humor? Is it caring? Edgy? Light-hearted?

Now that you've got some momentum, let's use that information to create your Vision Statement, Mission Statement & Brand Statement. TESLA has been included as an example below.

MISSION STATEMENT

The mission statement focuses on today and what your business does.

EXAMPLE: TESLA Mission Statement - To accelerate the world's transition to sustainable energy.

Your Mission Statement:

VISION STATEMENT

The Vision statement focuses on tomorrow and what your business wants to become.

EXAMPLE: TESLA Vision Statement - To create the most compelling car company of the 21st century by driving the world's transition to electric vehicles.

Your Vision Statement:

BRAND MESSAGE

The Brand Statement focuses on why your customers should be excited about your product.

What sets you apart? What is your promise?

EXAMPLE: TESLA Brand Message - TESLA continues to make products accessible and affordable to more and more people, ultimately accelerating the advent of clean transport and clean energy production. Electric cars, batteries, and renewable energy generation and storage already exist independently, but when combined, they become even more powerful – that's the future we want.

Your Brand Message:

These elements cognitively define your brand. Before you start designing your the physical elements of your brand identity, it is important to have a clear understanding of what you want to represent. Once you've locked in who you are as a brand, it's time to design the identity that will bring your brand to life and show who you are to the people who matter most: your customers.



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Since 2010, Misty Gordon Creative has been creating strong, visually stimulating designs and providing cohesive marketing pieces across multiple platforms, from logo creation and branding, web design and advertising campaigns to product packaging and merchandise.